Permit #F00021920

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00021920 **Type of Permit:** FILMING **Release Date:** 11/12/2009

Production Company PICROW INC

Insured Company Name PICROW INC
Contact Phone No. 1 323-957-5400
Contact Phone No. 2
Fax 323-957-5405
Address 736 SEWARD ST
LOS ANGELES, California 90038

Production Title FORD TURNUP

Type of Production Commercial - Internet

Producer Ceaser Vega

Director Ceaser Vega

1st AD Ceaser Vega

Production Manager Kyle Alexander

FilmL.A. Coordinator Roberto Martinez

Location Manager Ceaser Vega
Primary Phone Office - 323-957-5400
Secondary Phone Mobile - 323-864-8751

Location Assistant Kyle Alexander
Primary Phone Office - 323-957-5400
Secondary Phone Mobile - 310-213-8646

Fees

FILMLA FILM APPLICATION FEE	$625.00
LA COUNTY - BEACH USE	$400.00
LA COUNTY FIRE REVIEW	$104.00

Total Permit Fee $1,129.00

Number of Locations 2

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Summary Information — Location

Permit Number F00021920
Production Company PICROW INC
Insured Company PICROW INC
Production Title FORD TURNUP

Location Manager Ceaser Vega
Primary Phone Office - 323-957-5400
Secondary Phone Mobile - 323-864-8751

Location Address 7103 Westward Beach Rd, Malibu, CA, 90265

Location Names POINT DUME / WESTWARD BEACH

Location Type Beach

Location Description POINT DUME / WESTWARD BEACH

Film Dates 11/11/2009 - 11/11/2009 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions

Please see attached documents Picrow Agent Letter.pdf
BEACHES and HARBORS POINT DUME-WESTWARD CONDITIONS Dec 2009.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	10
Cube Trucks	1
Motor Homes	1
Vans	1

Personnel on Location

Type	Quantity
Cast	5
Crew	15

Filming Activities 11/11 DATE IS CANCELED;

Jurisdiction **Political:** Los Angeles County - Supervisor District 3 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

Location Notes Must comply with attached Beaches and Harbors conditions

The City of Malibu Requires a fee on LA County Beaches within the City of Malibu.

Dual permit required with City of Malibu

Must contact PCI directly re: parking requirements and activities on PCI property

No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines

Coordinator Note 11/11 DATE IS CANCELED

Parking

Base Camp
Location Type : LA County Parking lot
Street : PCI Lot at Point Dume Westward

Crew Parking
Location Type : LA County Parking lot
Street : PCI Lot at Point Dume Westward

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Summary Information — Location

Permit Number F00021920
Production Company PICROW INC
Insured Company PICROW INC
Production Title FORD TURNUP

Location Manager Ceaser Vega
Primary Phone Office - 323-957-5400
Secondary Phone Mobile - 323-864-8751

Location Address 7103 Westward Beach Rd, Malibu, CA, 90265

Location Names POINT DUME / WESTWARD BEACH

Location Type Beach

Location Description POINT DUME / WESTWARD BEACH

Film Dates 11/13/2009 - 11/13/2009 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must comply with attached Beaches and Harbors Conditions
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic
No Parking in handicap spaces at anytime.

Please see attached document BEACHES and HARBORS POINT DUME-WESTWARD CONDITIONS Dec 2009.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	10
Cube Trucks	1
Motor Homes	1
Vans	1

Personnel on Location

Type	Quantity
Cast	5
Crew	15
Lifeguard Required	1

Filming Activities Camera & Equipment on Sand; Exterior Dialogue; 1 talent fishing with fishing pole in water at shoreline between Noon and sunset, drive up and away and driving scenes in parking lot only; Filming at Towers 2 and 4, walk and talk, 1 dog; Lifeguard required at 10:00 - 18:00;

Jurisdiction **Political:** Los Angeles County - Supervisor District 3 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

Location Notes
Must comply with attached Beaches and Harbors conditions

The City of Malibu Requires a fee on LA County Beaches within the City of Malibu.

Dual permit required with City of Malibu

Must contact PCI directly re: parking requirements and activities on PCI property

No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines

Coordinator Note
Motorized watercraft must remain 300 yards off shore.
No launching or retrieving watercraft from shore.
Dog must be with trainer at all times and on leash and off beach when not in shoot.
Production must clean up after dog immediately.

Coordinator Note FSA/FSO NOT REQUIRED;09-2167-71

Coordinator Note NO DRIVING SCENES ON SAND AND PICTURE VEHICLE STATIONARY IN PARKING LOT

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Summary Information — Location

Permit Number	F00021920	**Location Manager**	Ceaser Vega
Production Company	PICROW INC	Primary Phone	Office - 323-957-5400
Insured Company	PICROW INC	Secondary Phone	Mobile - 323-864-8751
Production Title	FORD TURNUP		

Parking

Base Camp
Location Type : LA County Parking lot
Street : PCI Lot at Point Dume Westward

Crew Parking
Location Type : LA County Parking lot
Street : PCI Lot at Point Dume Westward

NOT A PERMIT

Permit #F00021920

Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative

I certify that I am a representative of PicRow, Inc. ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 01/16/2008

PETER LANG — PIC ROW
Name of Principal

By: [signature]
Representative's Signature

DAVID MASTROW
Print Representative's Name

CONTROLLER
Representative's title

736 SEWARD ST.
LOS ANGELES CA 90038
Principal's Address

323-957-5400
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

NO PERMIT

J. LOEB

Permit #F00021920

Special Filming Conditions for Los Angeles County Beaches

POINT DUME/WESTWARD BEACH

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

These conditions have been drafted by the Los County Department of Beaches & Harbors to help facilitate filming on Los Angeles County Beaches.

- No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
- No trucks larger than 40 ft will be allowed in parking lot.
- May not interfere with lifeguard or maintenance activities at any time.
- May not interfere with scheduled beach activities or special events.
- May not block public or emergency access at any time.
- Companies must make parking arrangements for parking in LA County parking lots through Parking Concepts, Inc (PCI) prior to first film date. Sign removal in LA County parking lots is prohibited.
- **Lifeguard towers must be indicated on permit.**
- No animals allowed unless prior approval from Beaches & Harbors and FilmL.A. and indicated on permit. *All dogs must remain on leashes and off sand when not filming.*
- **Use of 4-wheel drive vehicles on the beach are approved for equipment transporting only. No joy riding on vehicles on the beach at any time. Vehicle speed is limited to 5 mph at all time.**
- **NO DRIVING SCENES ALLOWED ON SAND**
- Digging holes less than five (5) feet deep must be approved by Beaches & Harbors and indicated on the permit. Holes deeper than five (5) feet will require Cal Osha approval (213) 576-7641 with written approval to Beaches & Harbors.
- If use of maintenance or lifeguard personnel is required, it must be reflected on the permit and call times indicated. ***Lifeguards require 24 hour notice to be hired with a 4 hour minimum requirement. Maintenance also requires 24 hour notice to be hired.*** *A County Lifeguard is required for any filming that occurs on a beach or parking lot after hours (2200-0600 hrs). There is a 4 hour minimum and an additional 8 hours for all after hours filming.*
- Tent use must be indicated on permit. *No staking into parking lot. Sandbags must be used.*
- **NO FILMING, PARKING OR STAGING IN RED CUL DE SAC AREA.**
- **No admittance to parking lots prior to 7:00 a.m.**
- **Parking lot closes at dusk. PCI attendant required after hours.**
- **Dual permit required with the City of Malibu**
- **For Automobile commercials: The filming allowed under this permit shall not include promotional material, which implies endorsement by Department of Beaches & Harbors, nor can it depict identifiable Beach features or structures, which convey that implication.**

NOT A PERMIT

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